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Contract

Full Service Strategic Creative Consumer Agency

Ordnance Survey Limited

F03: Contract award notice

Notice identifier: 2025/S 000-010354

Procurement identifier (OCID): ocds-h6vhtk-049a78

Published 20 March 2025, 11:29am

Section I: Contracting authority

I.1) Name and addresses

Ordnance Survey Limited

Explorer House, Adanac Drive

Southampton

SO16 0AS

Contact

Caroline Eadie

Email

caroline.eadie@os.uk

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

www.os.uk

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

10

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Full Service Strategic Creative Consumer Agency

Reference number

BS.0246

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

OS is a private limited company (company registration number 09121572), and the entire share capital is owned by the Department for Science, Innovation, and Technology. Ordnance Survey is split into three overarching business units – Consumer, Business and Government and public sector. However, this contract and the subsequent sections, relates to Consumer only. The purpose of this tender is to find a best-in-class integrated creative agency partner for Consumer, for digital and offline. The overarching scope is to provide strategic, concepting and delivery of through-the-line hero creative campaigns, for a three-year (with an optional for a further 2 x12 months extension) five-year period, subject to performance. The campaigns are integrated across the full customer journey (ie paid media through to owned channels). Traditionally, our hero campaigns have been live during the warmer months of the year and key retail periods (i.e. Black Friday and Christmas) and focused on the consi

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £2,500,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKJ32 - Southampton

II.2.4) Description of the procurement

Ordnance Survey Ltd is Britain's mapping agency and is responsible for the surveying, production, maintenance and marketing of a wide range of geographic information, relied on by government, business and individuals. Further information on us can be found on our website <http://www.os.uk>. OS is a private limited company (company registration number 09121572), and the entire share capital is owned by the Department for Science, Innovation and Technology. Ordnance Survey is split into three overarching business units – Consumer, Business and Government & public sector. However, this contract and the subsequent sections, relates to Consumer only. Consumer is the B2C (Business to Consumer) part of the business, where we are inspiring even more people to get outside more often (which aligns with our wider organisational purpose of showing the world how to get to a better place). We build content and tools to make it easier for everyone to have an active outdoor lifestyle – helping people live longer, stay younger and enjoy life more. We operate in both the retail and digital market spaces:

- OS Maps subscription (desktop and app): this is our flagship product, which is our priority in FY2425. OS Maps helps customers plan and navigate to locations, so they can enjoy amazing experiences outdoors. Our main competitors in this space include Komoot, AllTrails and more recently, Strava.
- OS Shop: now includes our core OS products (paper maps, Custom Made personalised maps, OS Maps Digital), OS-branded products (such as towels, water bottles, guidebooks, books) and a number of well-known third-party brands such as Osprey, Vango, Silva, Garmin, DryRobe.
- Retail partners: we also operate through via our retail partnerships who distribute, sell and market our products within the high street and online retail market (high street retailers (e.g. WH Smith, Waterstones), outdoor specialists (Blacks, Millets, Cotswolds Outdoors etc), wholesalers and Amazon).

The common thread across all our products and activity is the Consumer mission which is: to help people to get outside more often. The purpose of this tender is to find a best-in-class integrated creative agency partner for Consumer, for digital and offline. The overarching scope is to provide strategic, concepting and delivery of through-the-line hero creative campaigns, for a three-year period (with the option of a further 2 x 12-month extension), subject to performance. The campaigns are integrated across the full customer journey (ie paid media through to owned channels). Traditionally, our hero campaigns have been live during the warmer months of the year and key retail periods (i.e. Black Friday and Christmas) and focused on the consideration and conversion stages of the funnel, driving downloads of OS Maps app and revenue from the OS Shop. Amongst our core audience

of outdoor lovers, OS is iconic and they have a strong affinity with our paper maps and the OS brand. However, this brand relevance was built 20 years ago and the audience is aging. We need to build a new emotive connection with a new generation to ensure that we stay relevant. As a result, we have recently changed our strategic approach for hero creative campaigns. We are targeting Gen-Z and Millennials within paid media through creator-driven activations, driving shareability and virality. We have ensured that there is a hook between the two audiences – Gen-Z and Millennials vs our existing customer base – which is carried through owned channels, ensuring we don't alienate our loyal base.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: Yes

Description of options

The term of the contract will be for 3 years, with an option to extend the contract annually for a 2 years. Therefore if all extensions were taken the full term of the contract would be for 5 years.

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-029293](#)

Section V. Award of contract

Contract No

BS.0246

Title

Full Service Strategic Creative Consumer Agency

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

17 February 2025

V.2.2) Information about tenders

Number of tenders received: 12

Number of tenders received from SMEs: 9

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 12

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

The Walker Agency Limited

Bournemouth

BH2 6HE

Email

Matt@walkeragency.co.uk

Country

United Kingdom

NUTS code

- UKK25 - Dorset

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £2,500,000

Total value of the contract/lot: £2,500,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Courts of Justice

WC2A2LL

London

Country

United Kingdom